

Message Text

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PAGE 01 TEL AV 04421 180922Z
ACTION NEA-10

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P 171330Z JUN 77
FM AMEMBASSY TEL AVIV
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 6766

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C O R R E C T E D C O P Y F O R T E X T

USDOC

PASS: CAGNE/HALE; OIM/LEFEAVER

E.O. 11652: N/A
TAGS: BEXP, IS
SUBJECT: FINAL PRELIMINARY REPORT TECHNOLOGY '77 TEL AVIV

1/ TECHNOLOGY'77
2/ TEL AVIV, JUNE 8 - 15, 1977
3/ NUMBER OF EXHIBITORS: 24 REPRESENTING 66 FIRMS
4/ SALES DURING EXHIBITION (NTM/OTH): DOLLARS 286,660
(SALES LEADS: 8952)
5/ SALES PROJECTED 12 MONTHS (NTM/OTM): DOLLARS 5,287,000
6/ NUMBER SEEKING EXREPS: 2
7/ NUMBER OF EXREPS APPOINTED: 1
8/ NUMBER OF EXREPS UNDER NEGOTIATION: 15
9/ NUMBER OF TRADE VISITORS TO TRADE FAIR: 60,000;
AN INCREASE OF TWENTY PERCENT OVER TECHNOLOGY'75.
10/ OUTSTANDING SUCCESS STORIES
A. RIDGE TOOL COMPANY, ELYRIA, OHIO - NTM FIRM DISPLAYING
NTM RIGID PIPE TOOL ITEMS STATED: "VERY SATISFIED WITH
SHOW. GOOD ORGANIZATION AND MANAGEMENT.WILL PARTICIPATE
IN FUTURE SHOWS." MR. D. GUR, LOCAL AGENT FURTHR
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PEPORTED IN PARTICIPANTS' REPORT: "TOTAL 150 QUALITY
SALES LEADS; DOLLARS 25,000 ACTUAL SALES DIRING EVENT;
DOLLARS 1,000,000 EXPECTED NEXT 12 MONTHS.

B. FENWAY MACHINE COMPANY, PHILADELPHINA, PA - NTM FIRM,
DISPLAYING NTM PORTABLE MAGNETIC DRILL AND METAL-CUTTING
TOOLS STATED INPARTICIPANTS' REPORT: "EXCELLENT SHOW,

ALL GOVERNMENT OFFICERS AND THEIR ASSISTANTS VERY CO-
OPERATIVE - ULTIMATELY ATTAINED MY GOAL." IN ADDITION
TO RENEWING AGENT AGREEMENT, MR. J. YARMISH, V.P. FROM
U.S., ALSO REPORTED 350 SALES LEADS; DOLLARS 25,000
ACUTUAL SALES DURING EVENT; WITH DOLLARS 75,000 EXPEPBTD
NEXT 12 MONTHS.

C. HOBART BROTHERS, TROY, OHIO - NTM FIRM DISPLAYING NTM
WELDING EQUIPMENT; SOLD DOLLARS 20, 000 ACUTUAL DURING
EVENT DOLLARS 1,500,000 EXPECTED NEXT 12 MONTHS; 185
QUALITY SALES LEADS OBTAINED. MR JACOB YAHIEL,
DIRECTOR EL-OR ISRAEL AUTOMOTIVE SUPPLIES, AGENCY FOR
HOBART, STATED IN PARTICIPANTS' REPORT: "PAVILION WAS
WELL ORGANIZED; APPRECIATED ASSISTANCE IN CONDUCTING
SEMINARS (OFF-SHOW HOURS) WHICH HELPED IMPROVE OUR
SALES ACTIVITY."

D. DI-ACRO DIVISION/HOUDAILLE INDUSTRIES INC., LAKE CITY, MIN-
NTM FIRM EXHIBITING NTM METALWORKING EQUIPMENT.EISEN
AGENCY REPORTED THEY OBTAINED 200 QUALITY SALES LEADS,
WITH DOLLARS 200,000 EXPECTED NEXT 12 MONTHS.SHORTAGE OF
EQUIPMENT AT STATESIDE FACTORY NECESSITATES SHIPPING TEL
AVIV EQUIPMENT TO TEHRAN EXHIBITION EVEN THOUGH AENT HAD
LOCAL AREA SALE.EISEN MACHINE TOOL CO., TEL AVIV AGENT
STATES IN PARTICIPANTS' REPORT: "THE SHOW WAS WELL ORGANIZED
AND WELL MANAGED."

3. SNOW MANUFACTURING COMPANY, BELLWOOD, IL - NTM FIRM DISPLAY-
ING NTM SINGLE SPINDLE VERTICAL DRILLING MACHINES REPORTED
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FIRM SOLD DOLLARS 27,000 ACTUAL DURING EVENT; DOLLARS 100,000
EXPECTED SALES NEXT 12 MONTHS; AND 400 QUALITY SALES LEADS
OBTAINED. MR. SOKOLOWSKI, MANAGING DIRECTOR GENERAL AGENCIES
INT'L LTD.,STATED IN PARTICIPANTS' REPORT: "THE PAVILION WAS
THE NICEST IN THE SHOW - WELL ORGANIZED, AND HAD THE BIGGEST
ATTENDANCE -AND IT WAS WORTHWHILE TO EXHIBIT IN IT."
LEWIS

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Message Attributes

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Sent Date: 17-Jun-1977 12:00:00 am
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Executive Order: N/A
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